



# **CITY OF FRANKLIN**

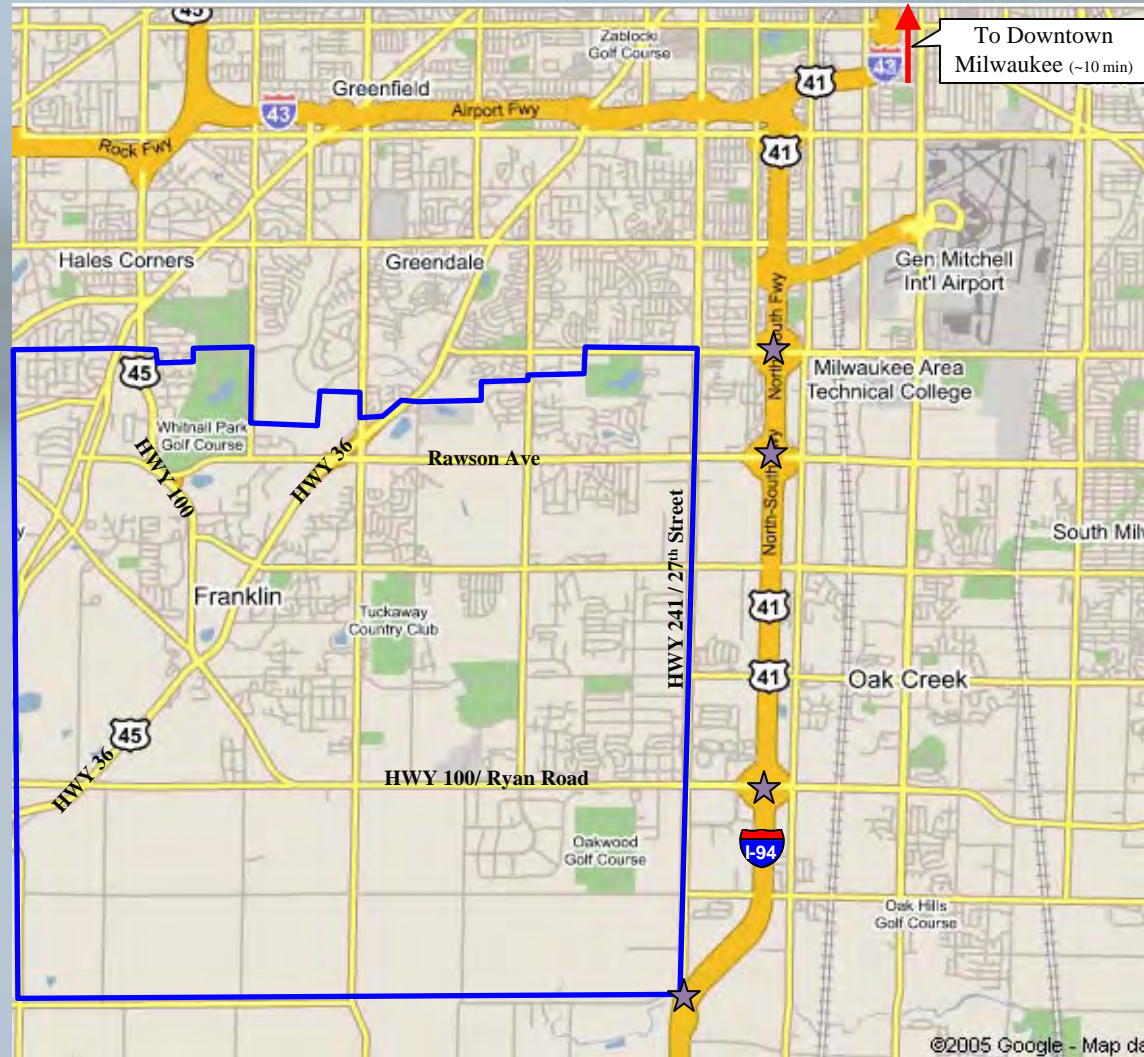
Milwaukee County, Wisconsin

## **Presentation for Prospective Businesses**

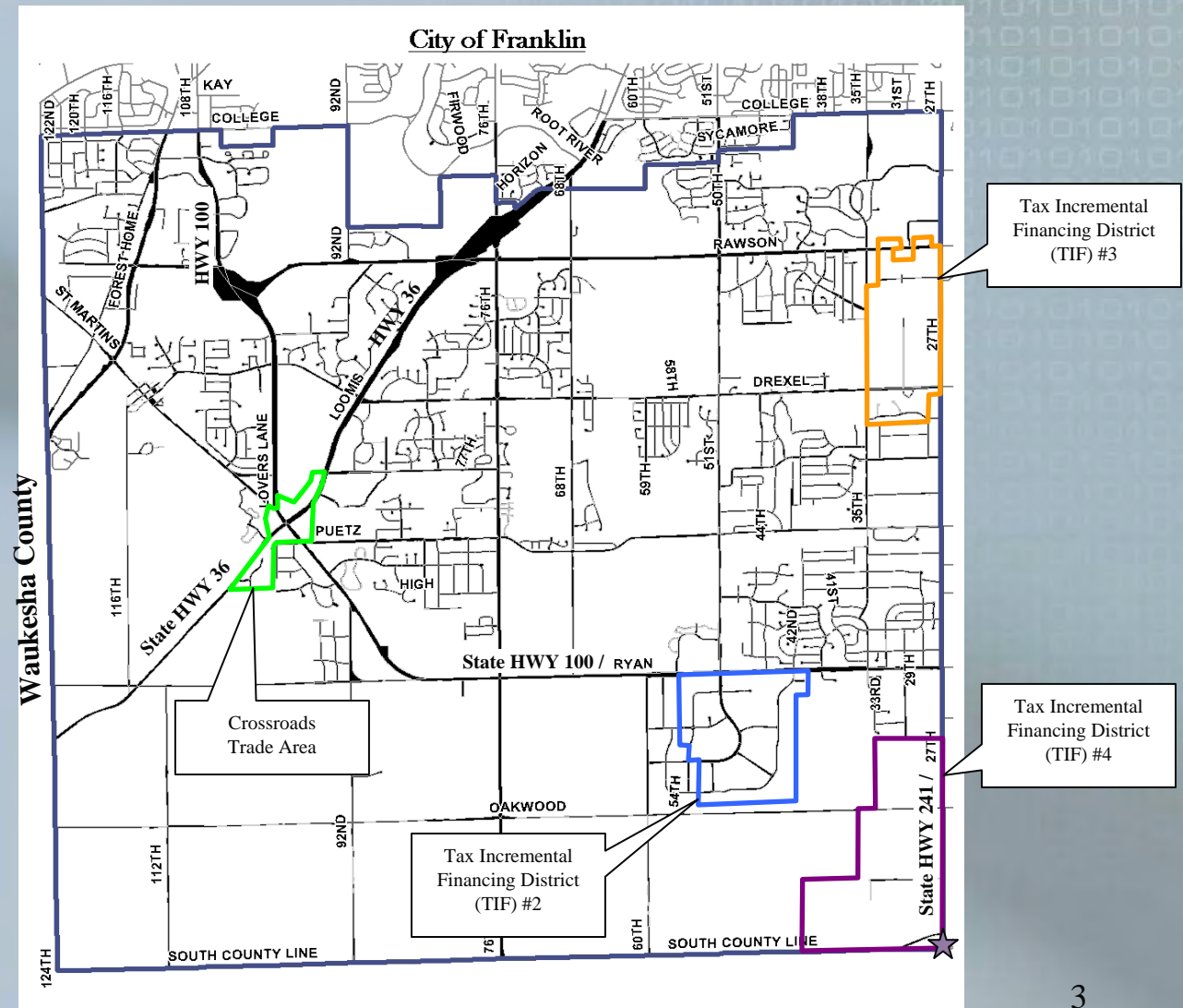
2006



# City of Franklin & Surrounding Areas



# The City of Franklin





1. Pre-Application Meeting with City Staff
2. Concept Review at Plan Commission  
(Optional)
3. Project Submittal by Appointment with Staff
4. City Inter-Departmental Reviews - 3 Weeks  
(No Meetings for Applicant)
5. Plan Commission and/or Common Council  
Approval
  - Plan Commission - Site Plans (Permitted Uses)
  - Common Council - Site Plans (Special Uses),  
Certified Survey Maps, Rezoning, and Planned  
Development Districts



# Commercial Areas



# 1. Franklin Business Center

(TIF District #2)

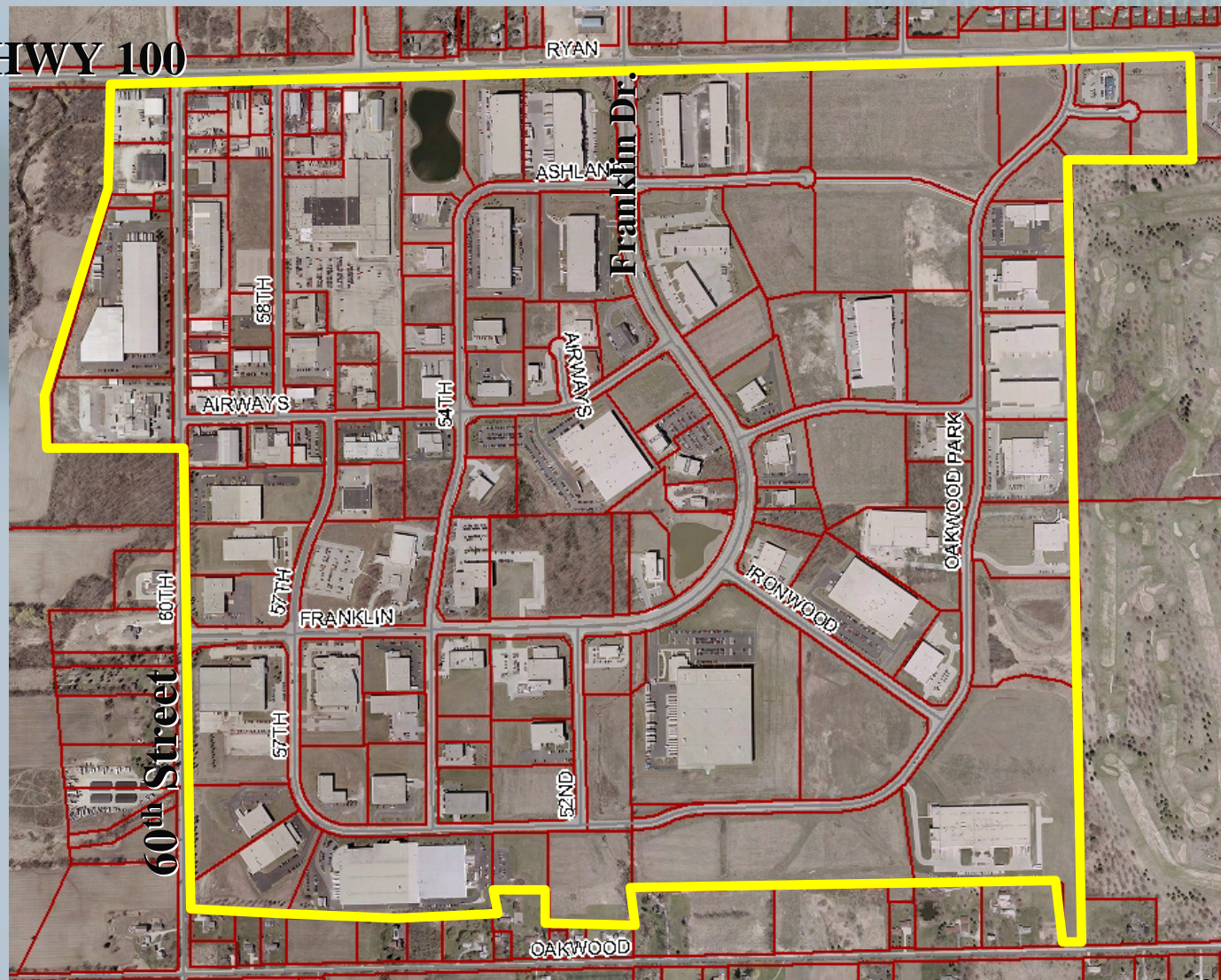
## Franklin Business & Industrial Park

- Main Entrance on State Highway 100 (Ryan Road)
- **Existing Office/Flex** = over 440,000 Sq. ft.
- **Existing Industrial/Flex** = over 593,000 Sq. ft.
- **Existing Manufacturing** = over 1,000,000 Sq. ft.
  - Harley-Davidson
  - All-Glass Aquarium
  - Krones
  - Gardetto's
- **Total Acreage** = 627 acres
- **Available Acreage** = 83 acres zoned Commercial
- **Traffic Counts** (WI Department of Transportation, 2002)
  - 15,100 vehicles per day on State Highway 100 (Ryan Road)
- **New Projects**
  - Beck Carton Corporation = 209,000 Sq. ft.
  - Transpak Corporation = 217,000 Sq. ft.
  - Cesarz's Dry Wall = 13,200 Sq. ft.
  - Franklin Commerce Center IV = 10,200 Sq. ft.



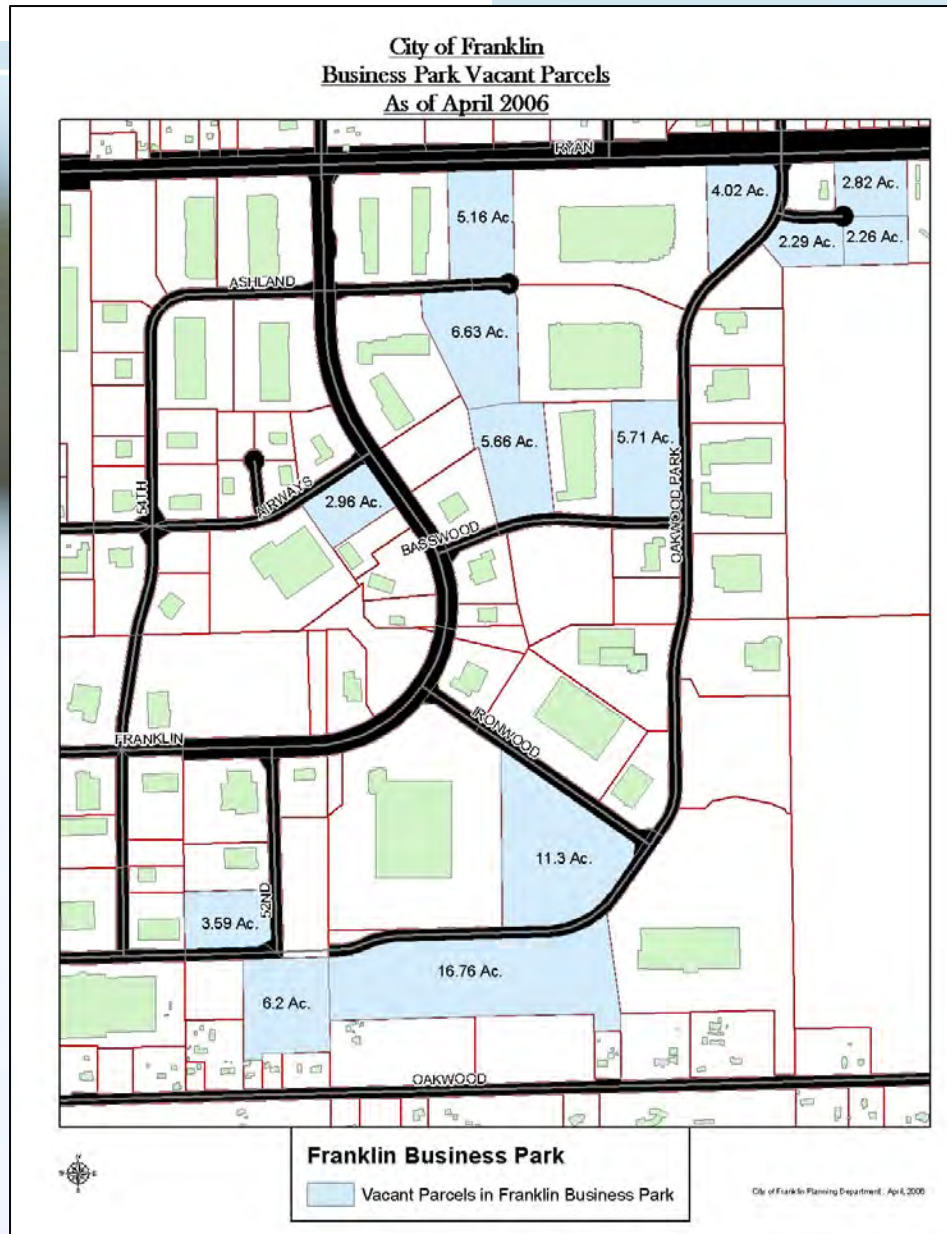
# 1. Franklin Business Center (TIF District #2)

Ryan Road/ HWY 100





# Franklin Business Park – Available Land

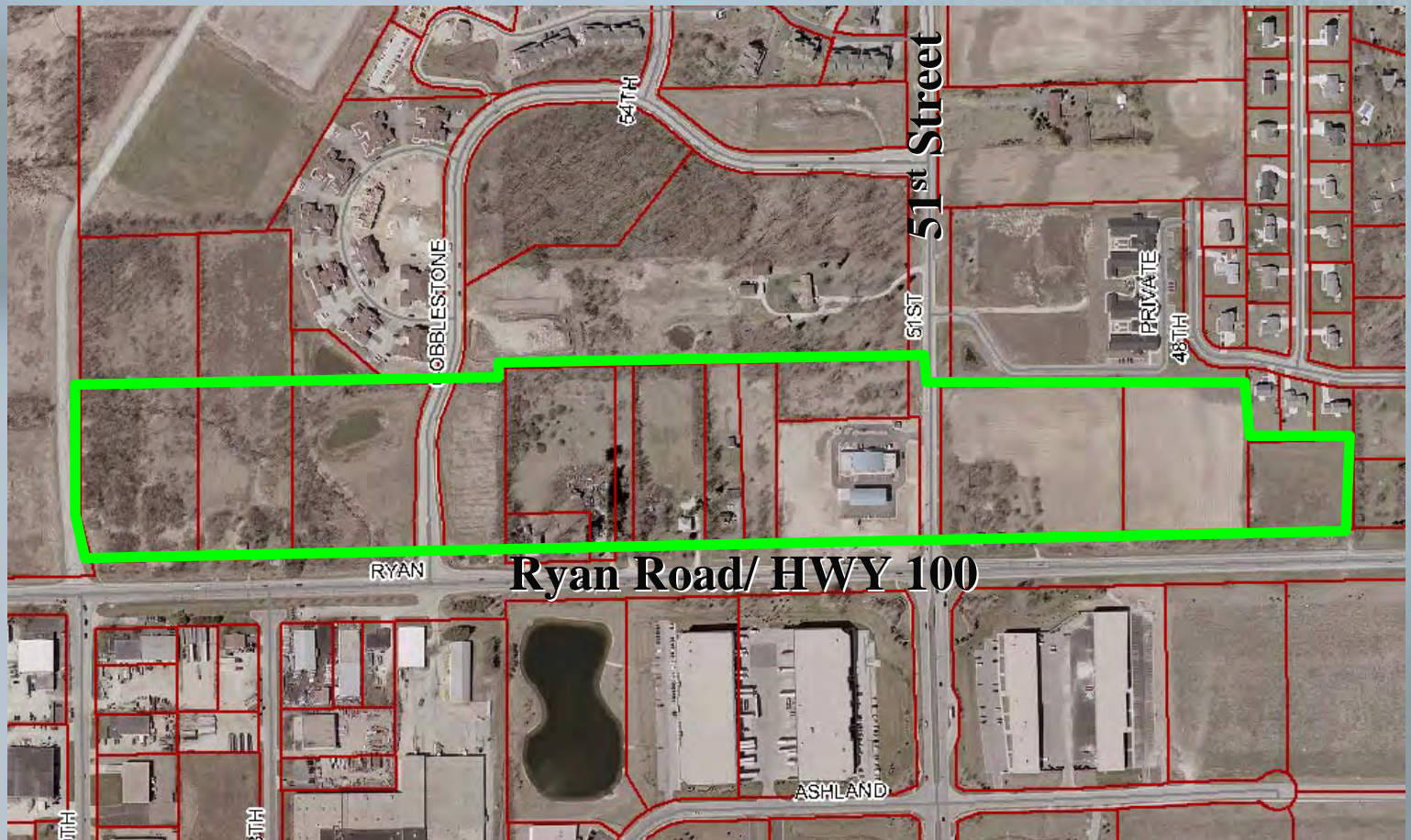




## 2. Highway 100 & 51<sup>st</sup> Street

- South of Milwaukee County Sports Complex
- Ryan Road is State Highway 100
- **Existing Commercial** = 9,500 Sq. ft.
  - Andy's Gas Station
- **Available Acreage** = 35 acres planned and/or zoned Commercial
- **Traffic Counts** (WI DOT, 2002)
  - 15,100 vehicles per day on State Highway 100 (Ryan Road)
- **New Projects**
  - American Design Office & Retail Building = 20,000 Sq. ft.

## 2. Highway 100 & 51<sup>st</sup> Street





## 27<sup>th</sup> Street Corridor

- Worked with the City of Oak Creek to adopt the 27<sup>th</sup> Street Corridor Plan
  - Amendment to Comprehensive Master Plan (2005)
  - Created and Adopted new Zoning Districts (2005)
  - Created and Adopted new Design Standards

### 3. 27<sup>th</sup> Street – College Avenue to Rawson Avenue

#### Regional Commercial Area

- 27<sup>th</sup> Street is State Highway 241
- College Avenue is County Highway ZZ
- Rawson Avenue is County Highway BB
- **Existing Commercial Buildings = 627,000 Sq. ft.**
- **Major Existing Businesses**
  - Sam's Club
  - Wal-Mart
  - Home Depot
  - Jewel Osco
  - Ashley Furniture
  - Gander Mountain
  - Chili's
  - Tumbleweed



### 3. 27<sup>th</sup> Street – College Avenue to Rawson Avenue

- **Available Acreage** = 27 acres zoned Commercial
- **Traffic Counts** (WI DoT, 2002)
  - 27,300 vehicles per day on 27th Street (State Hwy 241)
  - Wisconsin Department of Transportation Forecasts:
    1. 2010 – 37,525 vehicles per day
    2. 2020 – 50,325 vehicles per day
    3. 2030 – 54,850 vehicles per day
  - 15,200 vehicles per day on Rawson Avenue (County Hwy BB)
  - Wisconsin Department of Transportation Forecasts:
    1. 2010 – 35,875 vehicles per day
    2. 2020 – 54,075 vehicles per day
    3. 2030 – 56,450 vehicles per day
- **New Projects**
  - Lowe's – 169,600 Sq. ft.
  - Retail Center – 7,500 Sq. ft.
  - Tri-City Commons Retail Center – 6,000 Sq. ft.
  - Sam's Club Gas Station - 344 Sq. ft.
  - Good Year – 6,000 Sq. ft.

### 3. 27<sup>th</sup> Street – College Avenue to Rawson Avenue

College Ave



Rawson Ave



#### 4. 27<sup>th</sup> Street – Rawson Avenue to Drexel Avenue (TIF District #3)

### Regional Office Area

- State Highway 241, south of County Highway BB
- **Existing Commercial Buildings =**  
637,000 Sq. ft.
- **Existing Major Businesses**
  - Northwestern Mutual (5 Floors)
  - Associated Medical Specials Office Building
  - Johnson Bank
- **Available Acreage**
  - 29 acres zoned Commercial
  - 97 acres zoned Office

#### 4. 27<sup>th</sup> Street – Rawson Avenue to Drexel Avenue (TIF District #3)

- **Traffic Counts** (2002 WIDOT)
  - 18,900 vehicles per day on 27th Street (State Hwy 241)
  - Wisconsin Department of Transportation Forecasts:
    1. 2010 – 26,800 vehicles per day
    2. 2020 – 39,275 vehicles per day
    3. 2030 – 42,350 vehicles per day
  - 15,200 vehicles per day on Rawson Avenue (County Hwy BB)
  - Wisconsin Department of Transportation Forecasts:
    1. 2010 – 35,875 vehicles per day
    2. 2020 – 54,075 vehicles per day
    3. 2030 – 56,450 vehicles per day
  - 4,700 vehicles per day on Drexel Avenue
  - Wisconsin Department of Transportation Forecasts:
    1. 2010 – 7,925 vehicles per day
    2. 2020 – 10,125 vehicles per day
    3. 2030 – 11,050 vehicles per day



#### 4. 27<sup>th</sup> Street – Rawson Avenue to Drexel Avenue (TIF District #3)

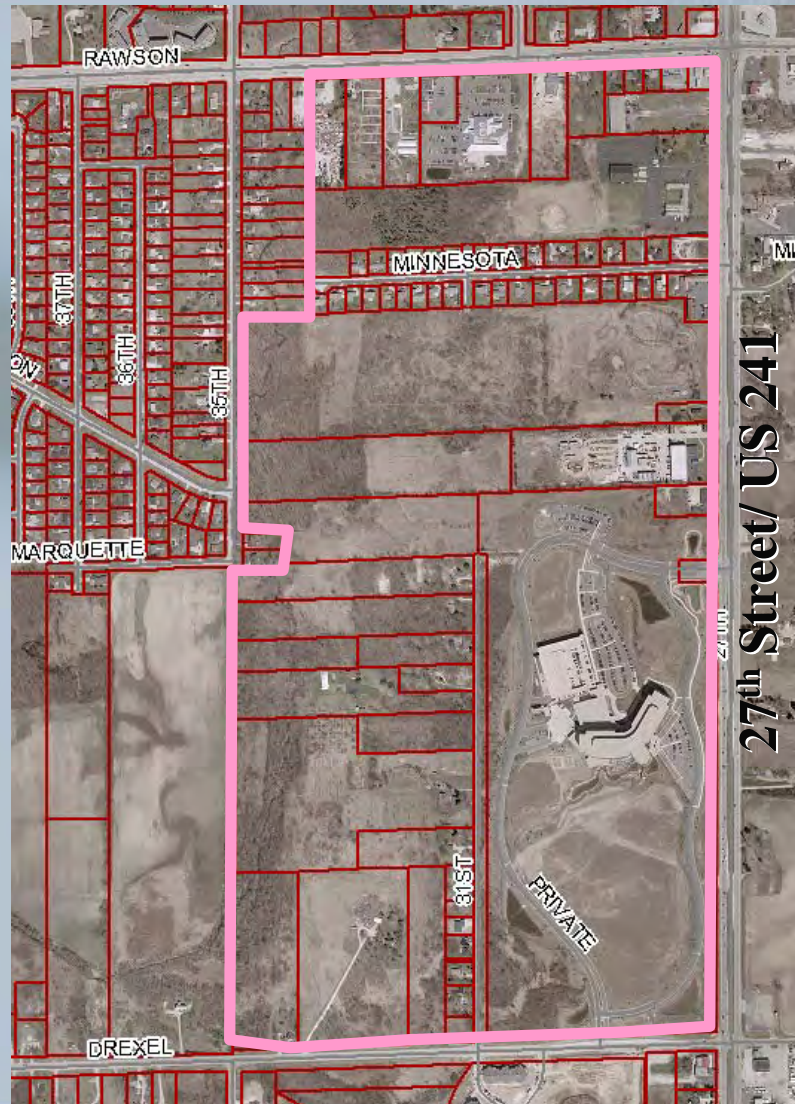
### ■ New Projects

- Northwestern Mutual Phases II-IV  
(5 Floors Each) – 1,460,000 Sq. ft.
- YMCA – 103,000 Sq. ft.
- Franklin Oaks Plaza Retail Center –  
15,000 Sq. ft.
- Adair Floors Office/Retail Center  
(3 Floors) – 15,000 Sq. ft.
- Baker Pool & Fitness Office/Retail Center  
- 20,000 Sq. ft.

#### 4. 27<sup>th</sup> Street – Rawson Avenue to Drexel Avenue (TIF District #3)

Rawson Ave

Drexel Ave





## 5. 27<sup>th</sup> Street – Drexel Avenue to Highway 100

### Mixed Use Commercial Area

- State Highway 241, north of State Highway 100
- Ryan Road is State Highway 100
- **Existing Commercial Buildings = 25,800 Sq. ft.**
- **Existing Commercial Businesses**
  - Walgreens
- **Available Acreage**
  - 158 acres zoned Commercial

## 5. 27<sup>th</sup> Street – Drexel Avenue to Highway 100

- **Traffic Counts** (2002 WIDOT)
  - 17,100 vehicles per day on 27th Street (State Hwy 241)
  - Wisconsin Department of Transportation Forecasts:
    1. 2010 – 22,725 vehicles per day
    2. 2020 – 27,525 vehicles per day
    3. 2030 – 30,775 vehicles per day
  - 4,700 vehicles per day on Drexel Avenue
  - Wisconsin Department of Transportation Forecasts:
    1. 2010 – 7,925 vehicles per day
    2. 2020 – 10,125 vehicles per day
    3. 2030 – 11,050 vehicles per day
  - 2,500 vehicles per day on Puetz Road
  - Wisconsin Department of Transportation Forecasts:
    1. 2010 – 3,175 vehicles per day
    2. 2020 – 3,700 vehicles per day
    3. 2030 – 4,200 vehicles per day
  - 17,600 vehicles per day on State Highway 100 (Ryan Road)
  - Wisconsin Department of Transportation Forecasts:
    1. 2010 – 20,850 vehicles per day
    2. 2020 – 24,600 vehicles per day
    3. 2030 – 28,025 vehicles per day
- **New Projects**
  - 8153 Professional Office & Retail Building – 6,200 Sq. ft.



## 5. 27<sup>th</sup> Street – Drexel Avenue to Highway 100

**Drexel Avenue**

**Puetz Road**

**Ryan Road / HWY 100**



**27<sup>th</sup> Street / US 241**

## 6. 27<sup>th</sup> Street – Highway 100 to I-94 (TIF District #4)

### **Mixed Use Office Area**

- State Highway 241, between State Highway 100 and Interstate 94
- West of Oakwood Golf Course
- **Available Acreage**
  - 264 acres zoned for Office use with Secondary Commercial use
- **Traffic Counts** (WI DoT, 2002/2003)
  - 80,000 vehicles per day on Interstate 94
  - 13,100 vehicles per day on 27th Street (State Hwy 241)
  - Wisconsin Department of Transportation Forecasts:
    1. 2010 – 19,825 vehicles per day
    2. 2020 – 26,525 vehicles per day
    3. 2030 – 28,600 vehicles per day
  - 1,200 vehicles per day on Oakwood Road
  - Wisconsin Department of Transportation Forecasts:
    1. 2010 – 1,375 vehicles per day
    2. 2020 – 1,550 vehicles per day
    3. 2030 – 1,725 vehicles per day
- **New Projects**
  - Wheaton Franciscan Health Center – 275,00 Sq. ft.



## 6. 27<sup>th</sup> Street - Highway 100 to I-94 (TIF District #4)

Oakwood Road

County Line Road








# Franklin Civic Center

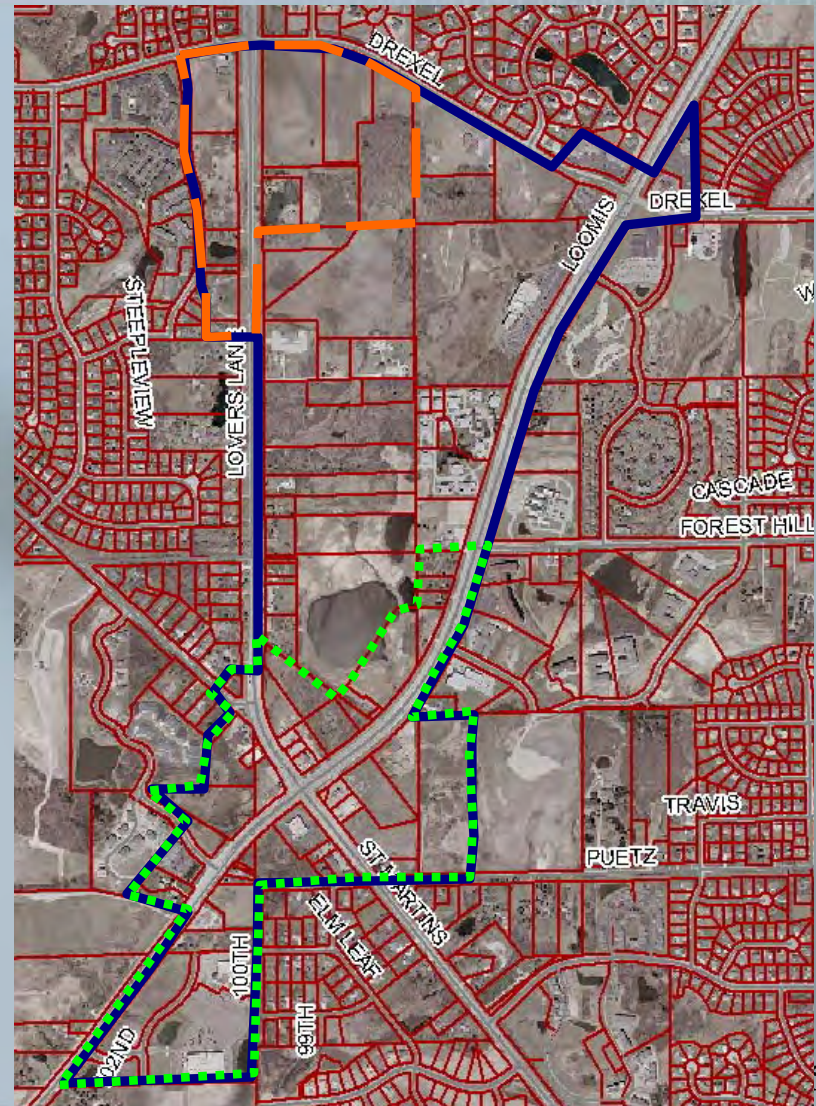
## (Highway 100 & Highway 36)

- Area surrounding State Highway 100 and State Highway 36, south of Drexel Avenue
- Includes **U.S. Highway 45**
- **Major Existing Civic Buildings**
  - Franklin City Hall
  - Franklin Public Library
  - Franklin Law Enforcement Center
  - Franklin Post Office
- **Existing Commercial Buildings** = 291,000 Sq. ft.
- **Available Acreage** = 45 acres zoned and/or planned Commercial *(not including 47 in the Crossroads, which would equal a total of 92 acres)*



# Franklin Civic Center (Highway 100 & Highway 36)

-  = Civic Center
-  = Drexel/HWY 100
-  = Crossroads



## 7. Crossroads Trade Area (Highway 100 & Highway 36)

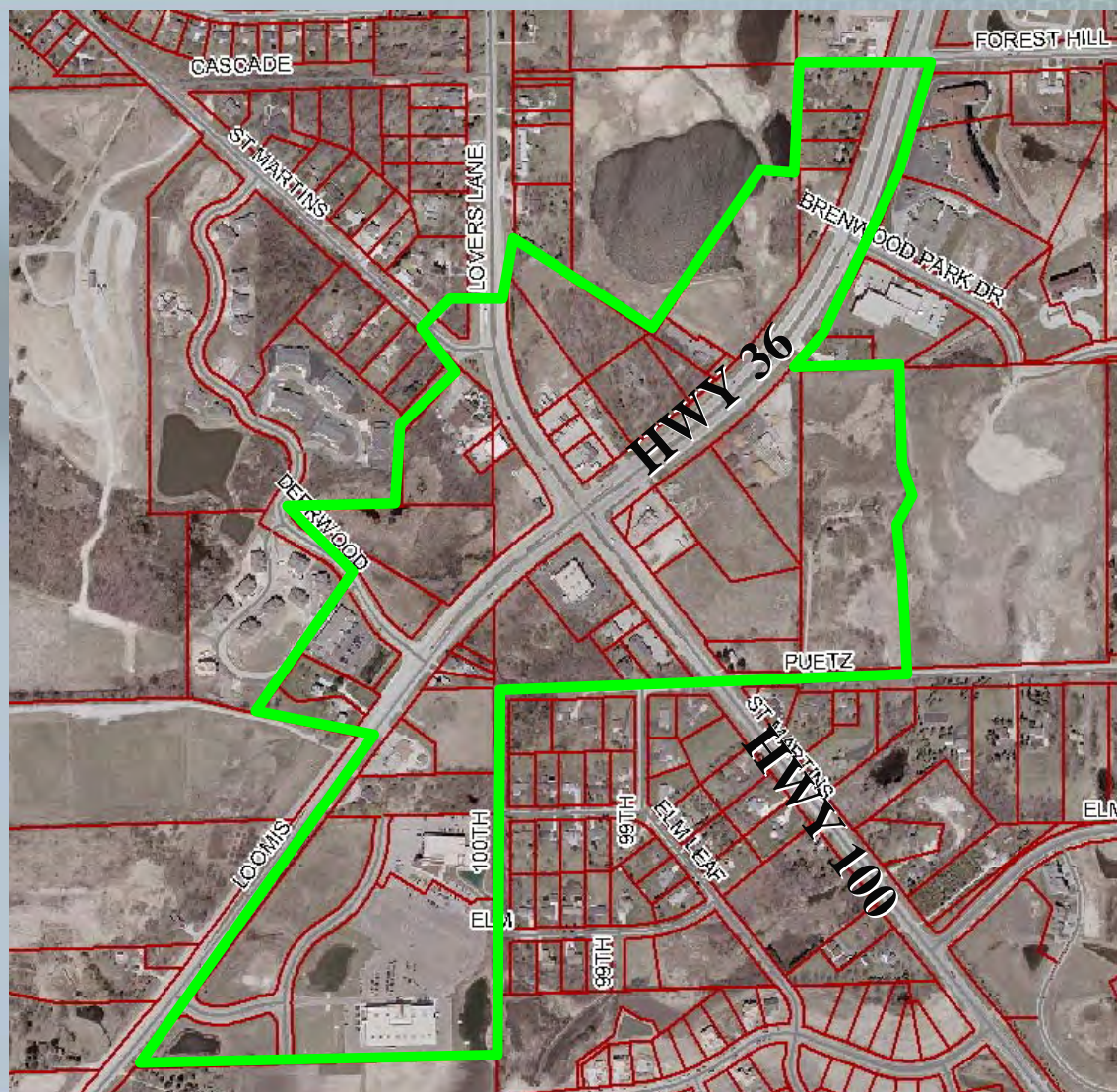
- Intersection of State Highway 100 and State Highway 36
- **Major Existing Businesses**
  - Show Time Cinema
  - Innovative Health & Fitness
- **New Commercial Development Expected = over 300,000 Sq. ft.**
  - According to Comprehensive Master Plan
  - Zoned Commercial
- **Traffic Counts** (WI DoT, 2002)
  - 16,200 vehicles per day on State Highway 100 (St. Martins Road)
  - 13,800 vehicles per day on State Hwy 36 (Loomis Road)
- **New Projects**
  - O'Malley Professional Building = 16,800 Sq. ft.
  - Medical Office Building = 8,700 Sq. ft.





City of Franklin

## 7. Crossroads Trade Area (Highway 100 & Highway 36)





## 8. Highway 100 & Drexel Avenue

### ■ Major Existing Businesses

- St. Luke's Franklin Health Care Center
- Wyndham Hills Professional Office Center

### ■ Available Acreage = 47 acres planned and/or zoned Commercial

### ■ Traffic Counts (WI DoT, 2002)

- 17,500 vehicles per day on State Highway 100
- 7,000 vehicles per day on Drexel Avenue

## 8. Highway 100 & Drexel Avenue



## 9. 76<sup>th</sup> Street & Rawson Avenue

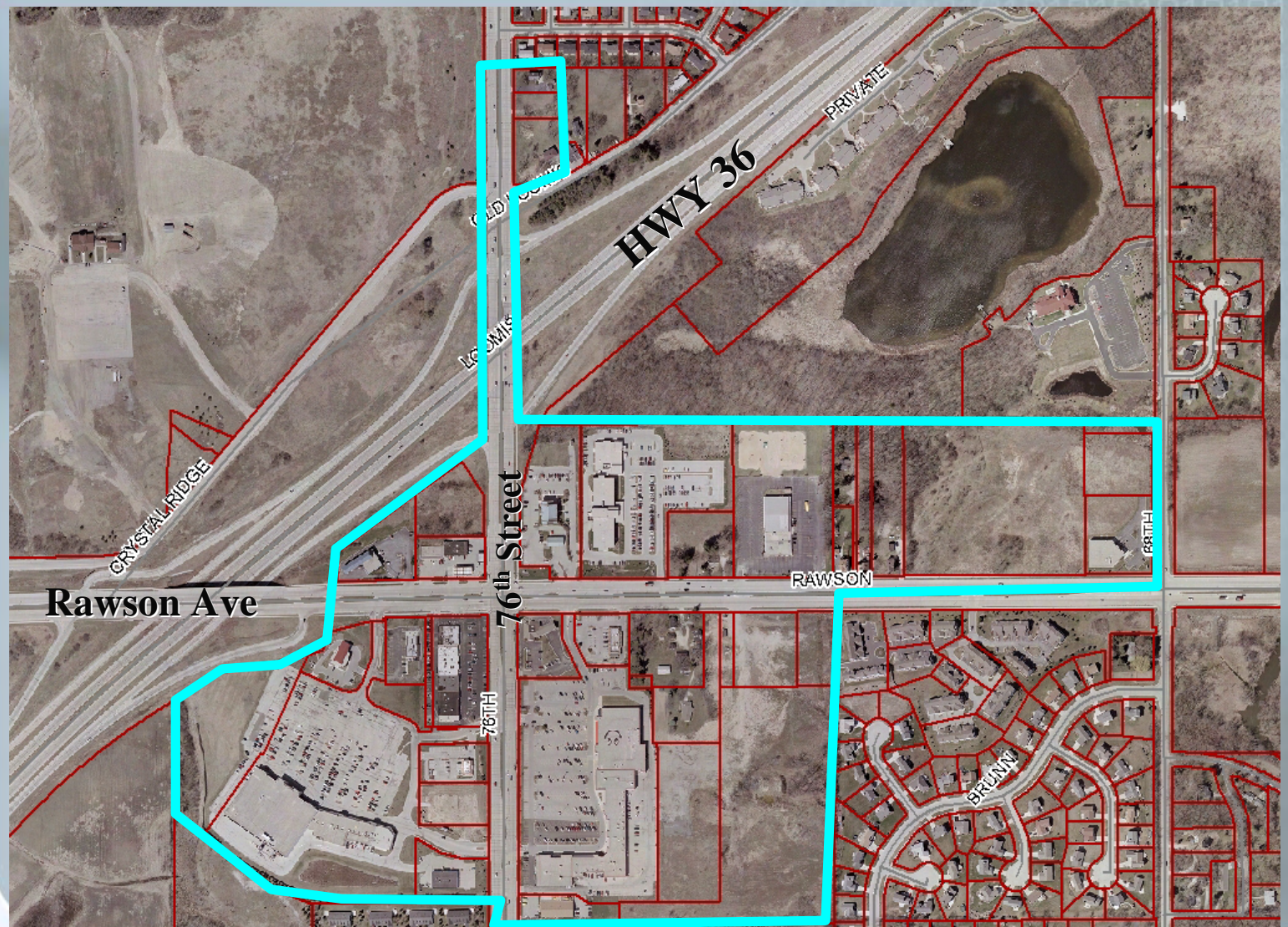
- Directly south of **Southridge Mall** (1.2 million square feet), largest shopping mall in Wisconsin
- North of Tuckaway Country Club
- 76<sup>th</sup> Street is County Highway U
- Rawson Avenue is County Highway BB
- **Existing Commercial** = 382,000 Sq. ft.
  - Orchard View Shopping Center
  - Franklin Center Shopping Center
  - Franklin Village Shopping Center
  - Covenant Healthcare Professional Building
- **Available Acreage** = 42 acres planned and/or zoned commercial
- **Traffic Counts** (WI DoT, 2002)
  - 13,300 vehicles per day on State Highway 36 (Loomis Road)
  - 19,100 vehicles per day on 76th Street (County Hwy U)
  - 14,100 vehicles per day on Rawson Avenue (County Hwy BB)

### New Projects

- Grasch Professional Office Building (3 Floors) = 36,000 Sq. ft.
- Rawson Commons Retail Center = 10,000 Sq. ft.
- Rawson Professional Office Building = 16,600 Sq. ft.
- Windsor Professional Office Building (5 Floors) = 50,000 Sq. ft.



## 9. 76<sup>th</sup> Street & Rawson Avenue



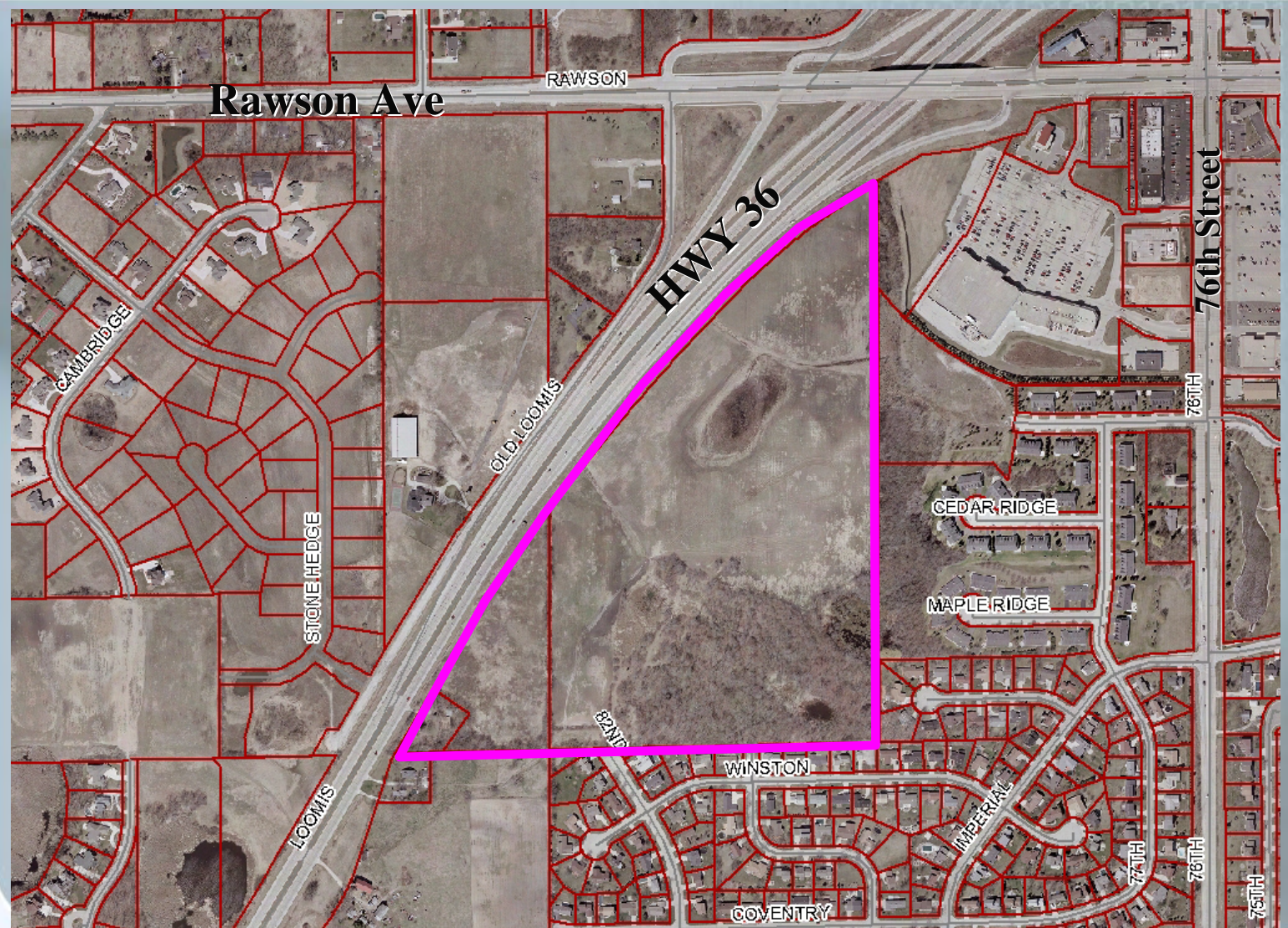


## 10. Highway 36 & Rawson Avenue (Area A-2)

- Loomis Road is State Highway 36
- Rawson Avenue is County Highway BB
- **Available Acreage** = 58 acres  
possible commercial
- **Traffic Counts** (WI DoT, 2002)
  - 13,700 vehicles per day on State Highway 36 (Loomis Road)



## 10. Highway 36 & Rawson Avenue (Area A-2)



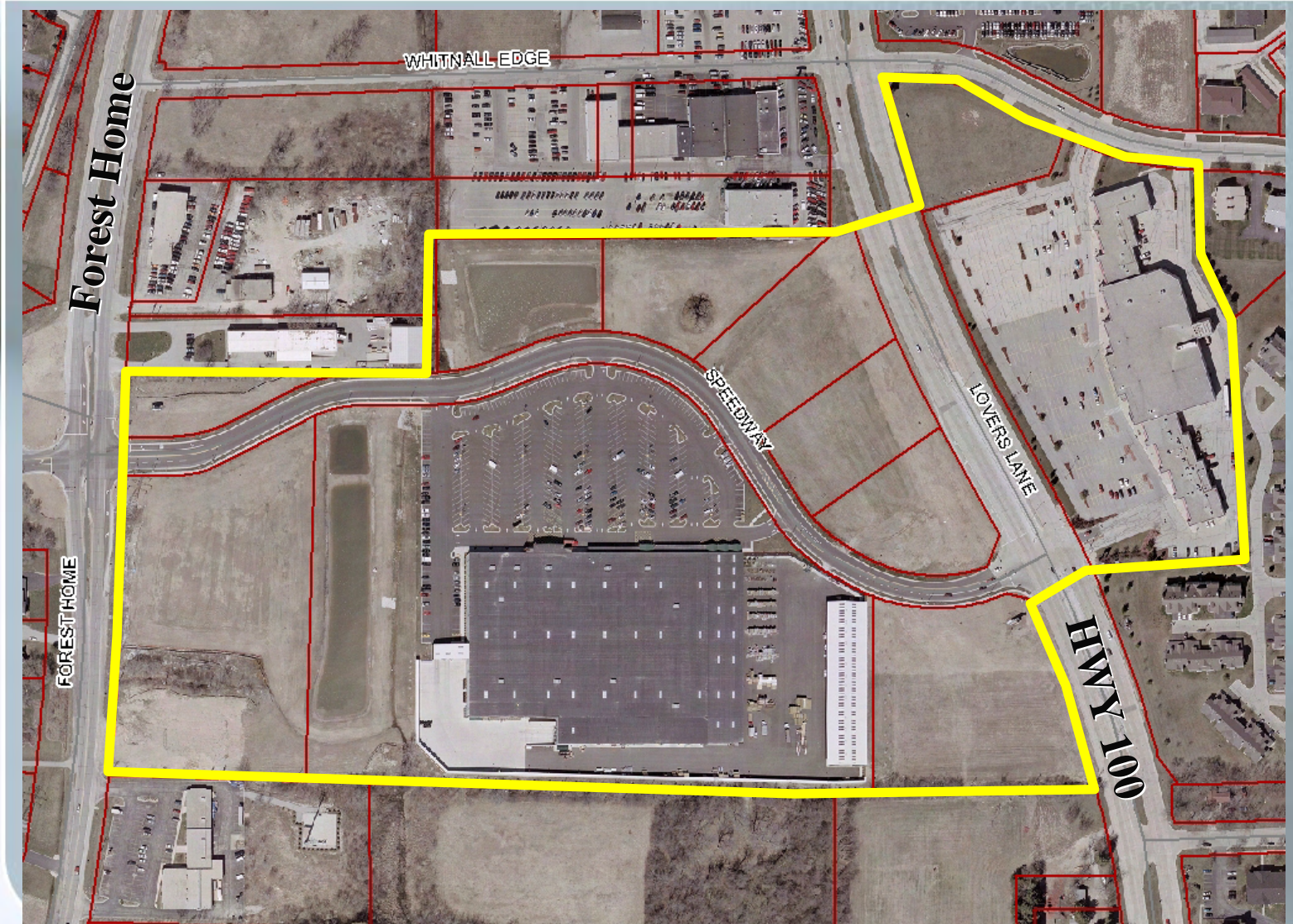


## 11. Highway 100 – North of Rawson Avenue

### Whitnall View

- West of Whitnall Park Golf Course
- Lovers Lane (State Hwy 100) is **U.S. Highway 45**
- **Existing Commercial** = 280,000 Sq. ft.
  - Menards
  - Garden Plaza Shopping Center
- **Available Outlots** = 16 acres zoned Commercial
- **Traffic Counts** (WI DoT, 2002)
  - 21,200 vehicles per day on Highway 100 (Lovers Lane)
- **New Projects**
  - -Wauwatosa Savings Bank = 6,000 Sq. ft.

## 11. Highway 100 – North of Rawson Avenue





## 12. Highway 100 & 76th Street

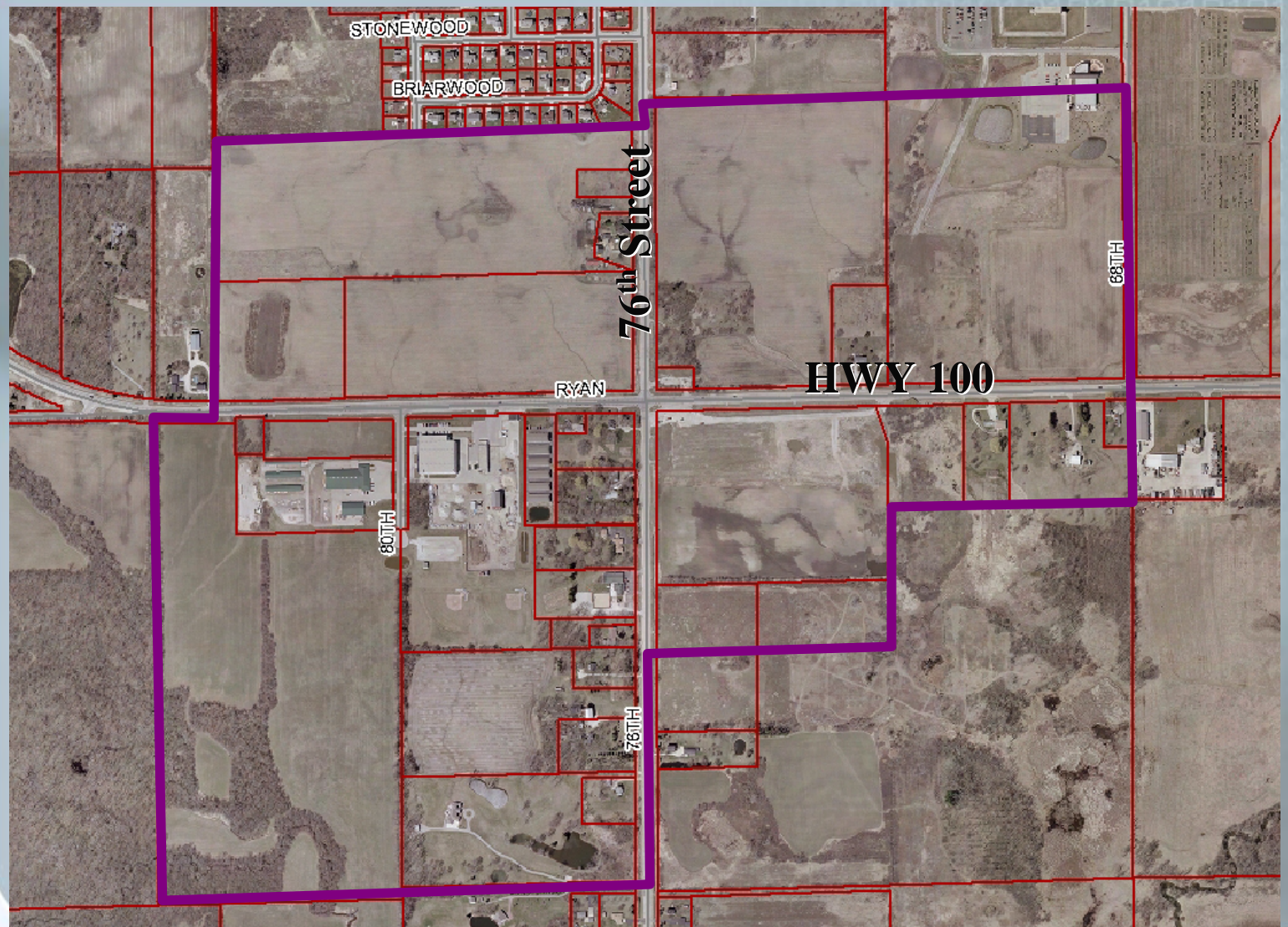
- Ryan Road is State Highway 100
- 76<sup>th</sup> Street is County Highway U
- **Available Acreage** =
- 467 acres Comprehensive Master Planned for Business Park and/or Commercial
- 150 acres possible commercial
- **Traffic Counts** (2002 WIDOT)
- 13,800 vehicles per day on State Highway 100 (Ryan Road)
- 5,300 vehicles per day on 76th Street (County Hwy U)





City of Franklin

## 12. Highway 100 & 76th Street



## 13. Highway 36 – South of Ryan Road

- State Highway 36 (Loomis Road) is also **U.S. Highway 45**
- Ryan Road is County Highway H
- **Available Acreage** = 423 acres Comprehensive Master Planned for Business Park
- **Traffic Counts** (WI DOT, 2002/2003)
  - 14,400 vehicles per day on State Highway 36 (Loomis Road)
  - 7,200 vehicles per day on U.S. Highway 45 (124th Street)
  - 2,600 vehicles per day on Ryan Road (County Hwy H)



# Demographics

## City of Franklin

Census <sup>1</sup>	Population	Growth	% Increase
1970	12,247		
1980	16,871	4,624	37.76%
1990	21,855	4,984	29.54%
2000	29,494	7,639	34.95%
2006 <sup>2</sup>	33,000	3,506	10.62%
2010 <sup>3</sup>	38,424	8,930	29.64%
2020 <sup>4</sup>	45,314	6,890	18.51%
Buildout <sup>4</sup>	57,015	11,701	25.82%

## Franklin + Oak Creek

Census <sup>1</sup>	Population	Growth	% Increase
1970	26,175		
1980	33,803	7,628	29.14%
1990	41,368	7,565	22.38%
2000	57,950	16,582	40.08%
2006 <sup>2</sup>	65,104	7,154	10.99%
2010 <sup>3</sup>	75,434	17,484	23.18%
2020 <sup>4</sup>	94,605	19,171	20.26%
Buildout <sup>4</sup>	115,240	20,635	17.91%

Source:

<sup>1</sup> U.S. Census Bureau

<sup>2</sup> Wisconsin Department of Administration ([www.doa.state.wi.us/index.asp](http://www.doa.state.wi.us/index.asp))

<sup>3</sup> City of Franklin Planning Department Projection

<sup>4</sup> Southeastern Wisconsin Regional Planning Commission

**Franklin is the largest City in Wisconsin with more than  
10% population growth since the 2000 Census.**

**Population of Metropolitan Milwaukee= 1,512,855**

(2005 US Census Bureau)

# Economic Profile

## ■ Franklin

- Residential Building Permits Issued over last 10 years  
= 4,049
- Currently 45 new Residential Developments underway

## Franklin

- Median Household Income (1999) = \$64,315
- Median Income Equal to or Greater than \$75,000 (1999)  
= 4,470 Households
  - 7th Highest in Milwaukee Metropolitan Area
  - More than Racine, West Allis, or Menomonee Falls

## ■ Existing Home Average Sales Price = \$232,376

- 2005 Average Sale Price (Metro Multiple Listing Service)

## ■ Franklin Quality of Life

- Three Golf Courses
- Over 3,600 acres of Park & Recreation Land which comprises 16% of Total City Acreage



# Location & Transportation

## Downtown Milwaukee

### Time

16 Minutes

### Distance

9 Miles

## Mitchell International Airport

8 Minutes

4 Miles

- Over 7 million passengers per year
- Approximately 470 arrivals & departures daily
- More than 13 airlines, serving 90 cities

\* Source: [www.mitchellairport.com](http://www.mitchellairport.com)

## Interstate I-94

Southeast corner of Franklin, with 6 miles of freeway parallel to the City's eastern border, including 4 interchanges

## Interstate I-894

Approximately 4.5 miles of freeway parallel to the City's northern border, two (2) miles directly to the north, including six (6) interchanges

## Interstate I-43

Six (6) miles of freeway parallel to the City's northern border, two (2) miles directly to the north, including eight (8) interchanges

## Major Highways

- Interstate I-94 Freeway
- U.S. Highway 45
- State Highways 36, 100, and 241
- County Highways A, BB, H, J, OO, U, and ZZ

# Welcome to



# The City of Franklin